

Anticipatory Design: LOT 2: Cloud Software

VE3 Global Ltd
G-Cloud 14 Pricing Document
Anticipatory Design
Lot 2: Cloud Software

All prices are stated in GBP and exclude VAT. This document sets out the complete published pricing structure for this service so that a buyer can calculate the applicable Call-Off Contract charges without contacting the supplier.

Framework / Lot: RM1557.14 / Lot 2 – Cloud Software

Supplier: VE3 Global Ltd

Digital Marketplace Service ID: 836347317855125.

Pricing basis: Published annual subscription pricing with fixed one-off onboarding charges and fixed optional add-ons.

1. Published subscription pricing

Foundation – £8,400 per year

Includes one live environment, one test environment, up to 5 named admin or power users, up to 5 digital journeys, standard behavioural dashboards, and core design optimisation features.

Professional – £16,800 per year

Includes all Foundation features, plus up to 15 named admin or power users, up to 20 digital journeys, advanced behavioural insight, experimentation support, and API access.

Enterprise – £31,200 per year

Includes all Professional features, plus up to 50 named admin or power users, enterprise journey orchestration, single sign-on, role-based access control, audit export, and premium support.

2. One-off setup and activation charges

Service onboarding and activation – £2,250 one-off

Includes initial service setup, branding, baseline configuration, and onboarding of up to 3 digital channels or source systems.

Additional channel onboarding – £450 one-off per channel

Applies to each additional channel or source system above the first 3 included within the onboarding charge.

3. Optional published add-ons

Additional digital journeys pack – £1,800 per year

Adds up to 10 digital journeys to any subscription tier.

Experimentation and optimisation add-on – £1,500 per year

Provides advanced experimentation, behavioural scoring, and optimisation workflows. This add-on is included within the Enterprise subscription.

Private deployment option – £6,000 per year

Provides a dedicated private deployment for buyers requiring a segregated environment.

4. Included as standard

Role-based access control, standard audit logging, and service usage dashboards are included within the service.

Standard software support during UK business hours is included.

Behavioural analytics, digital journey management, and optimisation alerts are included within the subscribed service entitlement.

5. Pricing assumptions and notes

The annual subscription is billed annually in advance and is based on a minimum contract term of 12 months.

The applicable subscription tier is determined by the digital journey volume and user entitlement selected by the buyer.

Where the buyer exceeds an included entitlement, the relevant published add-on charge will apply.

The prices in this document are the published G-Cloud 14 prices for Anticipatory Design and apply equally to all buyers. Any discounts are published in this document and are available to all buyers on the same basis.

For general queries regarding this service listing, please contact prime@ve3.global

